

Regular Meeting

Agenda Item #	6
Meeting Date	7 March 2005
Prepared By	Sara Anne Daines HCD Director
Approved By	Barbara B. Matthews City Manager

Discussion Item	Resolution authorizing execution of a contract with Architectural Graphics Incorporated for implementation of Phase I of the Gateway and Wayfinding Sign System
Background	<p>A total of seven bids were received in response to the City's request for bids for the implementation of the first phase of the Gateway Wayfinding sign system. The results of the bidding process were presented to the Council at its February 28 worksession with Staff recommending Architectural Graphics, Inc., having found them to be the lowest, most responsive bidder.</p> <p>The proposed budget and a listing of the sign types and number of individual signs to be installed were presented to the Council. Additional information on potential locations for the proposed signs was provided, copies of which are included with this memorandum.</p> <p>Input on the proposed implementation plan was solicited from the community following the worksession as directed by the Council. The comments received as of noon on Friday, March 4 are included as an attachment.</p> <p>The Council was advised during its February 28 worksession that the bids included certain sign types which would be purchased by Historic Takoma, Inc. and the Old Takoma Business Association with grant funds the organizations had received for that purpose. The cost of these additional signs has been included in the accompanying ordinance which recognizes the City would be reimbursed by the organizations for this expense.</p>
Policy	"Focus on proactive initiatives to maintain the economic vitality of Takoma Park's commercial districts, encourage smart growth development, support transportation enhancements, and increase the local property tax base, while maintaining the character of the community."
Fiscal Impact	<p>See attached budget</p> <p>The purchase of any additional signage - pedestrian kiosk and historic markers - are to be paid by Historic Takoma, Inc. and the Old Takoma Business Association with grant funds received for this purpose.</p>

Attachments	<ol style="list-style-type: none">1. Proposed Budget - Phase I2. Proposed Signage Plan - Phase I3. Bids Received4. Ordinance authorizing City Manager to sign contract with AGI5. Community comments regarding the proposed sign types and locations
Recommendation	To discuss options for implementation of the first phase of the proposed signage system and approve the accompanying ordinance.

City of Takoma Park Signage System

Proposed Budget - Phase I

Funding Sources

State Revitalization Grant Funds	\$ 17,720.00
Total Funding Sources	\$ 17,720.00

Proposed Expenditures

Fabrication and Installation

Sign Type	Unit Price	Quantity	Cost
Primary Gateway Signs	\$ 1,683.00	2	\$ 3,366.00
Area Identification Signs	\$ 1,672.00	2	\$ 3,344.00
Pedestrian Kiosk	\$ 3,818.00	1	\$ 3,818.00
Historic Tertiary Gateway Signs	\$ 271.00	4	\$ 1,084.00
Engineering			\$ 594.00
Freight			\$ 756.00
Contingency (18% of fabrication and installation costs)			\$ 2,090.16
Total Fabrication and Installation			\$ 15,052.16
Mock-ups of Vehicular Directional Signs			\$ 1,650.00
Public Art for Identification Signs and Pedestrian Kiosk			\$ 1,000.00
Total Expenditures			\$ 17,702.16
Balance (Over/Under Budget)			\$ 17.84

City of Takoma Park Signage System

Proposed Signage Plan - Phase I

Sign Type	Number	Possible Locations	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Primary Gateway Signs	2	East West Highway at New Hampshire Avenue Carroll Avenue at University Boulevard		X				X
Area Identification Signs	2	Laurel Avenue Median Jackson Boyd Park	X	X				
Pedestrian Kiosk	1	Takoma Metro Plaza						
Historic Tertiary Gateway Signs	4	Walnut Avenue at DC line Maple Avenue at DC line Cedar Avenue at DC line Holly Avenue at DC line	X X X		X			

City of Takoma Park Signage System - Phase I
Bids Received

Company	Primary Gateway	Historic Tertiary Option A	Historic Tertiary Option B	Area Identification	Pedestrian Kiosk	Historical Marker	Engineering	Freight & Crate	Taxes	Total
AGI	\$1,683	\$281	\$261	\$1,672	\$3,818	\$621	\$594	\$756	\$0	\$12,804
Gable	\$4,256	\$130	\$119	\$3,984	\$4,266	\$722	\$800	\$220	\$0	\$16,465
Fluoresco	\$3,040	\$458	\$420	\$2,890	\$3,834	\$716	\$975	\$1,154	\$884	\$18,569
Bunting	\$6,254	\$469	\$469	\$5,323	\$7,120	\$1,838	\$0	\$0	\$490	\$28,225
Karman	\$5,540	\$645	\$595	\$5,300	\$7,850	\$750	\$1,500	\$1,200	\$0	\$29,670
Advice Signs	\$5,040	\$875	\$875	\$4,550	\$6,370	\$1,610	\$500	\$0	\$0	\$30,180
Jack Stone	\$7,304	\$568	\$553	\$4,536	\$8,261	\$1,576	\$1,300	\$0	\$0	\$31,279

COMMUNITY COMMENTS

Proposed Sign Types and Locations

I like the designs.

I know some neighbors complained that the primary and secondary gateway signs were too big and too tall, but I strongly disagree with their opinions. On North Capital Street, a few blocks south of Wash Hospital Center and before the Capitol, DC has erected similar signs directing drivers to downtown and Capitol Hill. Those signs work: they're tall enough so that they can be seen over the roofs of vehicles, and they're big enough to be read from a fair distance.

It's good to solicit opinions from the general population, but take their comments with a grain of salt. As a designer, I've worked on many projects where we've taken input from the general public. Sometimes folks have good, practical comments and suggestions. Most times they haven't a clue what they're talking about, nor understand the design issues at stake. I've learned to smile, listen, and say thank you.

I like the work of the design firm the city hired: they do their research, they have good practical designs, and they basically know what they're talking about. Listen to them.

I support your plan for initial signage. Nice job.

I do have two comments to make about the signage system regarding the design of the signs.

The first is not extremely important, but it looks as though some signs have grey posts and some have black posts. Is there a reason for this? I prefer the grey posts.

The second is a good bit more important, and regards child safety. The signs don't seem to take into consideration children (all of the silhouettes are adults), and having a young child myself this has recently come to my attention more and more.

The Park Identification signs all have small metal edges jutting out from the sides of the posts, and if a child falls or bumps into those edges it could cause serious harm. On the same lines, the Historical Marker, Garden Marker, and Interpretive Panels will be head-height for some children, and should at the very least have rounded edges rather than square edges on the signs. The most minor point is that it would be best if the sign posts were round rather than square, again, to avoid metal corners and edges.

I realize this may not seem terribly worrisome to some, but it only takes one serious incident to make the above changes worthwhile. Please pass these comments along to the city council.

The courtesy of a reply is requested.

Thank you very much for your time,

Later email: Thank you for your response, and all of the work you have done for the development of the new signs. I look forward to seeing them around the town.

When you do the pedestrian kiosks, I suggest making a place for brochures. That way the City could provide a map for pedestrians to carry with them, especially those arriving by Metro, and perhaps businesses could share the cost and also feature key businesses and perhaps seasonal specials.

Introduced by:

Single Reading Ordinance:

Ordinance #2005 –

**AN ORDINANCE AUTHORIZING EXECUTION OF CONTRACT
WITH ARCHITECTURAL GRAPHICS INCORPORATED FOR PHASE I OF THE
CITY OF TAKOMA PARK SIGNAGE SYSTEM**

WHEREAS, the Gateway and Wayfinding Sign System, identified as a Council Goal in FY03 and FY04, is included in the City's approved FY05 budget; and

WHEREAS, the Council unanimously approved by Resolution #2004-11 on May 10, 2004, a budget of \$60,000 for the design and engineering of the proposed system and the installation of approved signage; and

WHEREAS, in accordance with City procurement procedures, staff solicited proposals for fabrication and installation of a variety of sign types included in Phase I of the City of Takoma Park Signage System; and

WHEREAS, seven proposals were received from sign fabricators with Architectural Graphics Incorporated determined to be the lowest most responsive bidder; and

WHEREAS, the City has a maximum of \$16,070 in grant funds budgeted for the fabrication and installation of signage for this first phase of the proposed sign system; and

WHEREAS, Historic Takoma Inc. has received additional grant funds from the Montgomery County Historic Preservation Commission for the historic markers included in the bid proposal; and

WHEREAS, the Old Takoma Business Association, in furtherance of its Main Street Takoma Initiative, is applying for additional funding through the Maryland Neighborhood BusinessWorks Program to offset the cost of installing pedestrian kiosks in the Old Takoma area; and

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF
TAKOMA PARK, MARYLAND**

SECTION 1. The proposal received from Architectural Graphics Incorporated for fabrication and installation services required by the City of Takoma Park Signage System be accepted.

SECTION 2. The City Manager is authorized to enter into a contract with Architectural Graphics Incorporated to provide fabrication and installation services for the City of Takoma Park Signage System for an amount not to exceed \$24,500.

Adopted this ____ day of _____ 2005.

ATTEST:

Catherine E. Waters, CMC/AAE
City Clerk